💎 Bobby Diamond

Lead Product Designer & Product Manager

EXPERIENCE

Lead Product Designer & Product Manager
Swap

Apr 2020 - Present - 1 yr 11 mos, Mexico

Managed the product roadmap, backlog prioritization and user stories creation to deliver CNBV compliance tasks while improving most of the main product features; impacting the NPS positively.
Pushed the R&D from a PD/PM perspective (constant experimentation).

Sr. UI/UX Product Designer
Swap

Mar 2019 - Apr 2020 - 1 yr 2 mos, Mexico

Added the end-to-end product design process into cross-functional teams to prototype, design and deliver the UI and UX in a collaborational experience.
Created the design system for customer and business facing apps.

UI/UX Product Designer
Near BPO

Nov 2017 - Feb 2019 - 3 yrs, Mexico

Managed the design research, understanding and delivery of digital products (for local and foreign clients): CMR, HR, POS, E-commerce, Accounting Administration and data dashboards.
Administered the design system and developed the research for major changes that impacted the users retention.

Jr. UX/UI Product Designer
Osom

Jun 2015 - Apr 2016 - 11 mos, Mexico

Designed apps (desktop and mobile) for: Blim, Eva, several local clients and BoxFactura.

UX/UI Product Designer
Freelance

2014 - Present - 8 yrs, Worldwide

Worked as UX and/or UI Designer and/or Product Designer for desktop and mobile products (for local and foreign clients), such as: POS + Inventory Mngmnt, readers and debates communities, crypto payments, landing pages, etc.

EDUCATION

Bootcamp in Front & Back End
Dev.F

2015, Mexico

Degree in Art Direction
Miami Ad School

2012 - 2014, Mexico - Germany

Degree in Communication Sciencies
CUC

2008 - 2011, Mexico

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Industry Knowledge
Critical Thinking
Problem Understanding
User Discovery
User Interface (UI)
User Experience (UX)
Wireframing
Prototyping
Roadmapping
Features prioritization
Product Lifecycle

Tools & Technologies
Figma, Sketch, XD, Invision, Zeplin, Google Analytics, Amplitude, Agile, Scrum

Other Skills
HTML, CSS, JS, jQuery, Advertising, Branding

Languages
Spanish (native)
English (proficient)
Portugues (pre basic)
German (pre pre basic)

Social
www.linkedin.com/in/hardcorebobbyd